



PITTI IMMAGINE UOMO

PITTI UOMO 108
Florence, Fortezza da Basso
17-20 June 2025

**A new edition will turn the spotlight on global menswear
and the Spring/Summer 2026 collections.**

**At the Fortezza da Basso 740 brands, 45% of them international,
will be showcased to an increasingly international and discerning community.**

**PITTI BIKES is the theme of the summer shows,
and cycling takes center stage at the Fortezza with BECYCLE.**

**Buyers from the most important markets are arriving, and the participation of
high-quality independent and innovative retailers is growing.**

Homme Plissé Issey Miyake will be the Guest of Honor,

**PAF (Post Archive Faction) and Niccolò Pasqualetti
will be the Guest Designers**

Special Event by Children of the Discordance

**Expect new layouts, debuts, special presentations and events
Within the Fortezza and in the city.**

The summer edition of Pitti Uomo, the 108th, will take place at **the Fortezza da Basso in Florence from 17 to 20 June 2025**. Four days to meet the protagonists of international menswear, historic brands, the most authoritative designers and outsiders in a kaleidoscope of events and presentations.

The focus will be on the **Spring/Summer 2026 collections of 740 brands, 45% of which are international**. But also collaborations, new brands and many projects that find in Pitti Uomo the ideal showcase to present themselves to an audience of buyers arriving from the most important markets.

Crossing the Fortezza da Basso, renovated with special installations that enhance the creativity of the exhibitors, will be an engaging experience, a moment of business and knowledge that will also involve other scenic Florentine locations.

"The summer edition of Pitti Uomo brings with it a sense of purpose and a spirit of collaboration," **comments Raffaello Napoleone, CEO of Pitti Immagine**. "We remain attentive to the global context and the current economic climate, but in June, we will open the doors of the Fortezza with the confidence that we can inspire optimism and trust among all our stakeholders. Pitti Uomo is a true reflection of what's happening on the international fashion scene. It's this unique concentration of creativity and professionalism that gives each edition the energy to turn challenges into opportunities for growth. Four days of dialogue and connection will be an extraordinary catalyst to strengthen business and explore new avenues of development — especially in times that are far from easy."

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The Ministry of Foreign Affairs and International Cooperation and ICE Agency for the Pitti Immagine 2025 fashion shows

The Ministry of Foreign Affairs and International Cooperation and ICE - Agency for the promotion abroad and the internationalization of Italian companies, promote the role of Florence in the internationalization strategy of Italian fashion through support for the Pitti Immagine 2025 fashion shows, a fundamental contribution to the incoming program of the best foreign operators and communication efforts. "Thanks to this collaboration - **says Agostino Poletto, general manager of Pitti Immagine** - we can continue to invest precious resources in bringing the community of the most influential buyers of men's fashion and lifestyle to Florence, and in inviting buyers from emerging markets, both those who we know are potential new customers of quality Made in Italy, and those who are already becoming important for our national exhibitors. For this activity we are working with the staff of the ICE offices abroad, always finding competence and in-depth knowledge of the respective distribution and consumption contexts, decisive elements for serious programming".

At the Fortezza, ICE is also presenting the eleventh edition of YOUNG ITALIAN START UPS AROUND THE WORLD, a project aimed at showcasing the most promising Made in Italy startups. The initiative, organized in collaboration with Pitti Immagine Tutoring & Consulting, is hosted on the ground floor of the Central Pavilion. In the same space, an Export Front Desk is available for Italian fashion SMEs that have yet to use the services offered by ICE, providing guidance and support in their internationalization processes.

UniCredit is Main Partner of Pitti Immagine

Since 2020, UniCredit has been alongside Pitti Immagine as the main partner of its shows, bringing ideas, projects and resources with the aim of supporting the development of the territories and the manufacturing and market excellence of Made in Italy that is represented in the Pitti Immagine events.

This partnership reflects the bank's role as an active interlocutor for businesses in the sector, particularly in matters of innovation, sustainability, and internationalization, with the goal of guiding them through the challenges linked to the evolution of the fashion industry. This commitment also extends to education and training. One example is the creation of **CFMI Academy**, launched in January 2024 from the partnership between the **Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit**, aimed at nurturing entrepreneurial ideas and launching a new generation of creatives, designers, and fashion entrepreneurs.

"UniCredit stands alongside the excellence of Made in Italy, with a tangible commitment to supporting the fashion industry. We assist companies in the sector with targeted solutions designed to address the challenges of growth, innovation, and sustainability. We have also allocated a 1-billion-euro fund to support the sector's strategic investments and meet the needs of the entire supply chain," says **Annalisa Areni, Head of Client Strategies at UniCredit Italy**. "Our partnership with Pitti Immagine is yet another example of our support for the fashion sector. Through this collaboration, and in synergy with the Centro di Firenze per la Moda Italiana, we launched the **CFMI Academy**, reaffirming our commitment to investing in the education of young talents from Italy's top fashion academies, with the aim of bridging the gap between new generations and the professional world."

Coinciding with **Pitti Immagine Filati, on July 1st**, at the Fortezza da Basso will take place the **final presentation** of the five projects selected by the CFMI Academy.

Moreover, during the four days of Pitti Uomo 108, the UniCredit Theatre in the Fortezza da Basso returns to hosting various meetings and conversations.

Buyers

Once again this season, Pitti Uomo is strengthening its inbound initiatives, aiming to attract the world's most influential top buyers to the Fortezza and provide exhibitors with valuable exposure.



Buyers from key global markets are expected, including representatives from major department stores, independent boutiques, research-driven retailers, and concept stores. These have already confirmed their participation: **10 Corso Como** (Italy); **10 Corso Como** (South Korea); **About You** (Germany); **Abseits** (Germany); **Almalki Group** (Saudi Arabia); **Amanojak** (Japan); **Andreas Murkudis** (Germany); **Apropos** (Germany); **Artifacts** (Taiwan); **Autograph** (United Kingdom); **Barneys Japan** (Japan); **B1ock** (China); **Baby Youngster** (Malaysia); **Beaker** (South Korea); **Beams** (Japan); **Bergdorf Goodman** (United States); **Biffi** (Italy); **Bloomingdale's** (United States); **Boyner Group** (Turkey); **Braun** (Germany); **Breuninger** (Germany); **Brown Thomas** (Ireland); **Browns** (United Kingdom); **Bungalow** (Germany); **Calexico** (Australia); **Capital Grand** (China); **Central Retail** (Thailand); **Chalhoub** (United Arab Emirates); **Code 7** (Russia); **Concept N** (United Arab Emirates); **Deecce Style** (Switzerland); **End Clothing** (United Kingdom); **Engelhorn** (Germany); **Eraldo** (Italy); **Fashion Clinic** (Portugal); **Folli Follie** (Italy); **Footshop** (Czech Republic); **Frame** (United Arab Emirates); **Frasers Group** (United Kingdom); **Galleries Lafayette** (France); **Galleries Lafayette Doha** (Qatar); **Galleries Lafayette Mumbai** (India); **Gente Roma** (Italy); **Giglio Bagnara** (Italy); **H Lorenzo** (United States); **Hankyu Hanshin** (Japan); **Harry Rosen** (Canada); **Harvey Nichols** (United Kingdom); **Harvey Nichols Doha** (Qatar); **Harvey Nichols Dubai** (United Arab Emirates); **Harvey Nichols Riyadh** (Saudi Arabia); **Highsnobiety** (Germany); **Hirmer** (Germany); **Holt Renfrew** (Canada); **Hug** (China); **Ian Peggs** (United Kingdom); **Isetan Mitsukoshi** (Japan); **J1M5** (China); **John Lewis** (United Kingdom); **Julian Fashion** (Italy); **Kadewe** (Germany); **Kamen** (Russia); **Kolon Industries** (South Korea); **La Maison Simons** (Canada); **La Samaritaine** (France); **Lane Crawford** (China – Hong Kong); **Lansmere** (South Korea); **Level Shoes** (United Arab Emirates); **Le Bon Marché** (France); **Liberty London** (United Kingdom); **LN-CC** (United Kingdom); **Lodenfrey** (Germany); **Lotte** (South Korea); **Luisaviaroma** (Italy); **Lukse** (Russia); **Luxba** (China); **Luxemporium** (China); **Mantovani** (Italy); **Martinpatrick 3** (United States); **Marubeni Corporation** (Japan); **Meyer Potz** (Germany); **Michele Inzerillo** (Italy); **Mitchell of Westport** (United States); **Monn** (Switzerland); **Mr Porter** (United Kingdom); **Mukta** (Japan); **Mytheresa** (Germany); **Neom** (Saudi Arabia); **Nino Alvarez** (Spain); **Nitty Gritty** (Sweden); **Nordstrom** (United States); **Norse** (Denmark); **Nugnes 1920** (Italy); **Onward Kashiwama** (Japan); **Palette art alive** (Japan); **Peak** (Russia); **Peek & Cloppenburg** (Germany); **Pompeu** (Spain); **Porrini Moda** (Italy); **Printemps** (France); **Reyer Sport** (Austria); **Rezet House** (Denmark); **Richard Gelding** (United Kingdom); **Rinascente** (Italy); **Road Sign** (Taiwan); **Robert Old** (United Kingdom); **Rosa & Teixeira** (Portugal); **Rubaiyat** (Saudi Arabia); **Saks Global** (United States); **San Francisco Market** (South Korea); **Santa Eulalia** (Spain); **Selfridges** (United Kingdom); **Serra Claret** (Spain); **Shepherd & Woodward** (United Kingdom); **Ships** (Japan); **Si Fashion** (United Arab Emirates); **Silver Deer** (Mexico); **SKP** (China); **Smets** (Luxembourg); **SND** (China); **Sneakersstuff** (Sweden); **Soeren** (Germany); **Sport and Moda** (Ukraine); **Sportivo** (Spain); **Ssense** (Canada); **Stijl** (Belgium); **Takashimaya** (Japan); **Tannery** (South Korea); **Tessabit** (Italy); **The Broken Arm** (France); **The Business** (United Kingdom); **The Superior Shop** (United States); **The Webster** (United States); **This Thing of Ours** (United Kingdom); **Thomas I Punkt** (Germany); **Traektoria** (Russia); **Trends** (Taiwan); **Trunk Clothiers** (United Kingdom); **Tsum** (Russia); **United Arrows** (Japan); **Vakko** (Turkey); **Voo store** (Germany); **Wako & Co** (Japan); **Wise** (Italy).

PITTI BIKES, the theme of the Pitti Immagine shows in June Pitti Uomo is BIKESTER

Two wheels, one great passion. PITTI BIKES is the theme of Pitti Immagine's summer fairs, unveiled through new advertising campaigns coordinated by creative director Angelo Figus, with photographs by Alessandro Timpanaro and graphic editing by Alessandro Gori. Meanwhile, the Fortezza da Basso will be transformed into an ideal circuit blending fashion and lifestyle, thanks to the layout curated by Alessandro Moradei.

Pitti Uomo 108, the PITTI BIKES theme takes on a special interpretation and becomes **BIKESTER**.

Individual yet collective, high-performance yet leisurely, technological yet artisanal, progressive yet traditional, competitive yet friendly, futuristic yet vintage, the bicycle captures the dualism of



our times: a dynamism in search of balance between metropolis and countryside, nature and urban landscapes, preservation and invention, and, on a personal level, between solitude and sociability, between value and belonging.

(see dedicated press release)

The leading brands

740 brands

of which approximately 45% come from abroad

All the brands participating in Pitti Uomo 108 at the Fortezza da Basso are also present on the Pitti Connect digital platform.

The Pitti Uomo itinerary

The Fortezza da Basso, much like a grand department store, hosts the Pitti Uomo exhibitors in a dynamic setting that offers visitors a curated mix of brands and styles designed to meet the evolving demands of the market. The five sections are confirmed: **Fantastic Classic, Futuro Maschile, Dynamic Attitude, Superstyling**, and **I Go Out** — spanning from classic tailoring to casual wear, through to cutting-edge design and the world of outdoor apparel. Joining these is the new feature of this edition **BECYCLE @ Pitti Uomo 108**.

What's new at the Fortezza and special setups

What's new: BECYCLE @ Pitti Uomo 108

Launched last year at the Stazione Leopolda, on the occasion of the start of the Tour de France in Florence, **BECYCLE – the Pitti Immagine event dedicated to the world of cycling – makes its debut at Pitti Uomo this year, taking place in the Sala della Ronda at the Fortezza.** While maintaining its unique identity, **BECYCLE will showcase a curated selection of top cycling brands, opening up a dialogue that extends beyond the realm of sport.** The focus will be on technology and lifestyle, with an emphasis on research, innovation, material evolution, and design — all reflecting a desire to explore the culture and creativity surrounding the bicycle as an object of excellence. Becycle will take place in the Ronda space, hosting the **I GO OUT** section, in a newly conceived and immersive setting that will also extend into the adjacent square, designed by the creatives at **Sopa Design**.

The cycling brands that participate are: **Ashmei, Colnago, De Rosa, Nalini, Pas Normal Studios, Passoni, PH Apparel + Rolling Dreamers, Sox Footwear and Tripoint.**

On the occasion of Pitti Uomo, **Pas Normal Studios and Colnago** will present a collab and will also organize a special ride in Florence with arrival at the Fortezza.

To enrich the Becycle set-up, there will also be a special installation of images curated by **Rouler Magazine**, a cult magazine of contemporary cycling culture.

The Arsenale: a new exhibition experience for Superstyling

An ambitious project will debut in June, involving the brands of the **Superstyling** section. The Arsenale space presents itself with a renewed layout thanks to the new set-up by **DWA - Design Studio**, a multidisciplinary reality in the field of design, based in Milan and with prestigious collaborations in the field of design, fashion and luxury. The designers have conceived a functional and at the same time sophisticated space. A suspended installation stands out in the center: geometric shapes in silver and reflective fabric mark the long corridor creating plays of light. Transparencies that change with the lighting at different times of the day. The same fabric is used as a dividing element for the different stands.



The 5 sections

FANTASTIC CLASSIC

This section gathers the most representative names in formal menswear, offering an elegant and ever-evolving wardrobe. Iconic brands of Made in Italy tradition are showcased alongside emerging companies and designers who bring a contemporary perspective to the art of tailoring. Among the brands featured in FANTASTIC CLASSIC are:

04651/ A Trip in a Bag; Alberto Luti; Alessandro Gherardi; AT.P.CO; Barmas; Bluemint; Bob; Bomboogie; Brett Johnson; Briglia 1949; Brunello Cucinelli; Caruso; Crockett & Jones; Cruna; Damat Tween; Dekker; Devore Incipit; Digel; Doihokosho; Doriani Cashmere; Doucal's; Edward Green; Emanuele Maffei dal 1958; Entre Amis; Eton; Fabi; Ftc; Fox Umbrellas; Giannetto Portofino; Gierre Milano; Gms75; Gran Sasso; Green George; Guglielminotti; Herno; Herno Laminar; Hèskimo; Kimonorain; Kired; L.B.M. 1911; LF Luis Figo; L'Impermeabile; Loake; Lock & Co. Hatters; Lorenzoni; Mackintosh; Maerz Muenchen; Manuel Ritz; Manzoni24; Marco Pescarolo Napoli; Orlebar Brown; Paoloni; Paul & Shark; People Of Shibuya; Piacenza 1733; Piquadro; Rifugio; Roy Robson; Sand Menswear; Settefili Cashmere; Sonrisa Camiceria Uomo; Stefano Ricci; Stetson; Stuart Weitzman; Studio Seidensticker; Sturlini; Suns; Tateossian London; Tatra; TBD Eyewear; Tintoria Mattei; Tiger of Sweden; Tombolini; Tramarossa; Valsport; Xacus.

FUTURO MASCHILE

This section presents a comprehensive overview of contemporary menswear and today's most exciting collaborative projects. It features a selection of forward-thinking brands that craft advanced wardrobes by blending tailoring with innovative fabrics and refined luxury details. Among the brands featured in FUTURO MASCHILE are: **Alexander Hotto; Alfredo - only for friends; Ant45; Arma; Avant Toi; Belowten; Benibeca; Bonastre; Buttero; Caleb Paris; Cazal eyewear; Castaner; Children of the Discordance;; Croots England; Dan Ward; De Bonne Facture; Denobiliaryparticle; Domestique; Etiam; Faliero Sarti; Felisi; Frescobol Carioca; G.R.P.; Ghoud Venice; Gunia Project; Giabsarchivio; Hannes Roether; Ibeliv; Ikiji; Isabel Benenato; J∞QUALITY; Jacques Solovière Paris; Joco; John Smedley; Lisa Yang; Longo; Lodenfrey; Ma' Ry' Ya; Manebi; Magazzino Ricambi; MD11VDC; Miez; Nine; Inthe: Morning; NNT Lab; No Map Society; Novel Fineries; Paraboot; Paul & Joe; Paradox introduces Raquedo; Péro x Hello Kitty; Premiata; Philippe Zorzetto; Ring Jacket; Roberto Collina; Ron Dorff; Scaglione; Stefan Brandt; Teclor; Timothée Paris; Transit; True Tribe; Zen.**

DYNAMIC ATTITUDE

This is the section that showcases collections designed to accompany movement. Anchored in sportswear and streetwear, the featured brands offer innovative, comfortable looks with a technological core — sometimes infused with subtle vintage references. Among the brands of DYNAMIC ATTITUDE: **24Bottles; Aeronautica Militare; Alphatauri; Anerkjendt; B.D. Baggies; Baracuta; Barbour; Berghaus; Bikkembergs; Blundstone; Blend; Cala 1789; Canadian; Champion; Clae; Copenhagen Studios; Cotopaxi; Crocs; Cycle; D1 Milano; Daniele Fiesoli; Drykorn; Duno; Ecco; Ecoalf; Ellesse; Etonic; Filson; Foamers; Fracap; Franks; Gabba; Genesis; GNL Footwear; Goorin Bros.; Got Bag; Guess Jeans; Guess Man; Helly Hansen; Icecream; In The Box; Ilse Jacobsen Hornbæk; Juicy Couture; Kangol; Kizik; KNT Kiton New Textures; La Martina; Londinese; Lotto Leggenda; Macron Clubhouse; MC2 Saint Barth; Mou; Outhere; OWN Off With Nature; Prohibited; Project X Paris; Psycho Bunny; Rag & Bone; Replay; Sebago; Soldini80; Solid!; South Garage; Spiewak; Sun68; Superdry; Superga; U.S. Polo Assn.; Prokeds1949; Universal Overall; U- Power; Voile Blanche; Weekend Offender.**



SUPERSTYLING

This section looks ahead, anticipating trends through bold and unconventional aesthetic choices.

It showcases brands that explore new silhouettes, genderless cuts, and non-seasonal materials — capturing emerging cultural shifts and transforming them into distinctive, forward-looking wardrobes. Among the brands featured in SUPERSTYLING are: **A Leather; Again; Al Ain; American Vintage; Amaranto; Ancient Greek Sandals; Armor Lux; Astorflex; Bailey 1922; Bl'ker Vintage; Bonheur; Campomaggi; Capetto; Chesapeake's; Cookman; Coopettebros; D.A.T.E.; Dragon Diffusion; Faherty; Forniture Civili by Romano Ridolfi; Flower Mountain; Gallia Knit Project; Goldwin; Guanabana Handmade; Harris Wharf London; Id.Eight; Iron and Resin; Kappy Design; Kerrin; Kleman; La Paz; Les Deux; Llosa; Manifattura Ceccarelli; Mattia Capezzani; Mos Mosh Gallery; Nanamica; Nappa Dori; National Standard; Novesta; Olow; Off Grid; Resolute; Shawclassy; Silpa; Sweyd; The Chino Revived; The Mercer Brand; The.Nim; Thebe Magugu x Pantofola D'oro; The Real Garcia; Trc; Trc; Unimatic; #Whysocerealz!; Woc; Zespà.**

I GO OUT

This section fully explores the stylistic potential of the outdoors, where fashion meets lifestyle. Accessories play a central role, while the apparel on display is designed as the ideal passe-partout — equally suited for life in close contact with nature and for navigating the urban landscape with ease and style. Among the brands featured in I GO OUT are: **Allied Feather + Down; Côte&Ciel; Colin Meredith; Crispi; DB; Elliker; Equipement de Vie; Fessura; Karhu; Keen; Meeko; Minnessak; Monofoo; Norda; Osprey; Quartz Co; Scandinavian Edition; Upervoid.**

Special Events Guests

HOMME PLISSÉ ISSEY MIYAKE is Guest of Honor

Launched in 2013, HOMME PLISSÉ ISSEY MIYAKE is founded on the technology of garment pleating to design and make everyday wear that is universal for the diversity of the wearers. The menswear line of the renowned Japanese fashion house, founded by Issey Miyake, will be the focus of a special event scheduled for Wednesday, 18 June, that will take place at Villa Medicea della Petraia, one of the villas on the hills of Florence that used to belong to the Medici family. For this special event, HOMME PLISSÉ ISSEY MIYAKE has planned two components that together tell the story and the creative process of this collection. One is the presentation of its Spring-Summer 2026 collection, and the other is an exhibition on the brand's work.

(see dedicated press release)

PAF (Post Archive Faction) is Guest Designer

Guest Designer for June 2025 will be Post Archive Faction (PAF), the menswear brand founded by the young Korean designers Dongjoon Lim and Sookyo Jeong. In Florence, PAF will create an event designed specifically for Pitti Uomo and its international audience, in collaboration with Korea Creative Content Agency as part of the special project CODE Korea.

(see dedicated press release)

NICCOLÒ PASQUALETTI is Guest Designer

Niccolò Pasqualetti offers an eclectic and ambiguous wardrobe, reinterpreted starting from the sartorial codes of the Italian tradition. Unusual shapes emerge from intuitions and the geometries of nature. Forgotten objects are rediscovered and worn as reminders of the past, present and future. And in the space between classic women's and men's clothing, a new way of dressing is revealed. Finalist of the LVMH Prize 2024, Niccolò Pasqualetti will be Guest Designer at Pitti Uomo 108 with an unmissable special event.

(see dedicated press release)



CHILDREN OF THE DISCORDANCE is Special Event

Children of the Discordance, the brand founded by Japanese designer Hideaki Shikama, will take center stage in Florence as a Special Event. On the evening of June 17, a runway show-event will take place at Stazione Leopolda, in collaboration with the Japan Fashion Week Organization. The brand's collection will also be showcased at Fortezza da Basso, within the Futuro Maschile section.

(see dedicated press release)

International collaborations in Fortezza da Basso

New! CODE Korea

CODE Korea represents the essence of Korean Culture, Outfit, Design, and Experience. As this year's Guest Nation at Pitti Uomo, the Korea Creative Content Agency—which supports the global expansion of K-pop, K-dramas, webtoons, and other Korean content—will showcase not only fashion but also a wide spectrum of Korean culture in the Polveriera space.

At the Polveriera, participating brands under CODE Korea include **Ajobyajo, Finoacinqe, Jagoryu, Man.G STU:DIO, Montsenu, Okio lounge, Ordinary People, Valoren.**

_SCANDINAVIAN MANIFESTO

Scandinavian Manifesto returns to Pitti Uomo this season, once again bringing the best of Nordic menswear to Florence. Presented by CIFF, the special area will showcase a selection of top Scandinavian brands, including **Brixtol, Messy Weekend, Molebo, NEUW, Nikben, NN07, Pica Pica, Porcelain, Rue du Tokyo, Unifrom, Woodbird**. In addition to the new collections, Scandinavian Manifesto will host two key events: an Aperitivo on day one to kick off the week with typical Nordic hospitality, and a relaxed Scandi Breakfast on day three, both designed to foster connections and conversations in the spirit of Scandinavian culture.

_ J∞QUALITY

Sixth edition for the J∞QUALITY project, curated by the Japan Apparel and Fashion Industry Association (JAFIC) and with special consultancy by Mr. Hirofumi Kurino. Focus on Japanese quality apparel and textile and apparel production areas. For Pitti Uomo 108, J∞QUALITY has selected some of the finest manufacturers—**Yindigo&Co with Choya Shirt, Marucho Inc, and Sanyo Senko Co. Ltd**—who are presenting collections designed for the global market.

_ANGEL FOR FASHION

At Pitti Uomo 108, a special showcase will spotlight three emerging Ukrainian brands for our international community. The project is titled "Angel for Fashion Presents Ukrainian Designers: Gudu, Gunia Project and Theo" and is organized in collaboration with Angel for Fashion, the eCommerce platform supporting Ukrainian fashion.

Following the June 2022 project "Ukrainian Fashion Now!", Pitti Immagine once again shines a light on a young creative scene determined to look toward the future despite the ongoing war. The featured brands: **Gudu, Gunia Project, Theo.**

_ CHINA WAVE

Chinese contemporary menswear returns to the Fortezza da Basso thanks to CHINA WAVE, the special area resulting from the partnership between Pitti Uomo and the China National Garment Association. The Costruzioni Lorenese spaces will host the brands and designers selected for "CHIC In Pitti Uomo", an initiative with which CHIC (China International Fashion Fair) wants to promote Chinese brands that stand out for their quality and aesthetics. CHINA WAVE, the title-theme chosen for this special participation, will offer a selection of excellent Chinese brands in contemporary menswear. Here are the brands already confirmed for this edition: **Baoge, Beekite, Call It a Pure Day, Canotwait_, Label-U, Sewmod, Something Store*.**



_ PROMAS

The special focus on creativity made in France returns thanks to the collaboration with Promas French Menswear Fédération and DEFI, the organization for the development of French menswear, which launched Promas LIST, a platform for direct dialogue between buyers and brands. A new selection of French brands, all to be discovered, including **Corso Mille, De Bonne Facture, Émile Garçon, Iron and Resin, Olow, The Hideout Clothing, Very Rare.**

_ ICEX

ICEX, the Spanish government agency responsible for promoting the internationalization of the national economy, is making its debut at Pitti Uomo with the initiative SPAIN FASHION. The project supports the participation of a curated selection of 20 Spanish menswear and lifestyle brands. In addition, on Wednesday, June 18, from 10 a.m. to 12 p.m. in the Sala della Scherma, ICEX will host a special showcase dedicated to these Spanish brands, designed to highlight their creativity, quality, and unique identity

The featured brands: **Abarca, A. Leyva, Andreu, Calce, Callaghan, Castaner, Ecoalf, EIPulpo, Flippan' Look, Guanabana Handmade, Miguel Bellido, MWM Mod Wave Movement, Natural World, Olimpo, Port Menorca, Rey Pavón, Satorisan, Scharlau, Victoria and Zampiere.**

Among the NEW NAMES and RETURNS to Pitti Uomo:

Ancient Greek Sandals; Ashmei; Belowten; Benibeca; Beorma; Buttero; Blend; Castaner; Capetto; Cazal eyewear; Children of the Discordance; Clae; Colin Meredith; De Rosa; Domestique; Dragon Diffusion; Drykorn; Enzo Pisano Napoli; Etiam; Faherty; Fessura; Foamers; Frescobol Carioca; Franks; Genesis; Ghoud Venice; GNL Footwear; Guanabana Handmade; Gunia Project; Helly Hansen; Ibeliv; Icecream; Ilse Jacobsen Hornbæk; Kappy Design; Kimonorain; Kleman; La Martina; Le Plagiste; Manebi; Marda; Massimo Sabbadin; MD11VDC; Medelian; Miez; Mos Mosh Gallery; Mosso Sunwear; NNT Lab; No Map Society; Novel Fineries; Novesta; Olow; Orlebar Brown; Off Grid; Paradox introduces Raquedo; Project X Paris; Passoni; Péro x Hello Kitty; Prokeds1949; Pocca; Philippe Zorzetto; PH Apparel + Rolling Dreamers; Rabari; Replay; Sanje; SSSTUFFF; Shawclassy; Silpa; Sox Footwear; South Garage; Superdry; Seay; Tateossian for Lamborghini; The Real Garcia; Tiger of Sweden; True Tribe; Tripoint; Universal Overall; U- Power; Weekend Offender; Zespà.

Highlights @ Pitti Uomo 108

Debut projects, important returns, anniversaries and special collaborations. Here is a series of previews and special participations on stage in June:

_ ORLEBAR BROWN

Returns to Pitti Uomo with the Spring/Summer 26 collection full of prints and in which fine linen, cashmere and silk coexist. Among the most anticipated items: the new swim shorts.

_ ELLESSE

Born from the visionary mind of Leonardo Servadio—who in 1959 dared to merge sportswear with the spirit of Italian tailoring. Spring Summer 26 embraces this storied legacy with confidence, presenting a collection that embodies timeless elegance, undeniable cool, and the unmistakable charm of Italian sport – both on and off the court. To mark this vibrant new chapter, ellesse will showcase the collection through an immersive pop-up experience at Pitti Immagine Uomo this June — an invitation for all to step into the world of ellesse and experience the joy, energy, and charm that defines the brand.

_ GOSHA RUBCHINSKIY x BIKKEMBERGS

Bikkembergs and Gosha Rubchinskiy join forces to relaunch the brand's iconic football boot, reinterpreted with an innovative design that blends sporting roots with a contemporary lifestyle



aesthetic. The new model will be presented on June 17, 2025, on the opening day of Pitti Immagine Uomo, and will be available immediately thanks to a "see now, buy now" formula.

_ ICECREAM

A debut at Pitti Uomo for the brand founded by Pharrell Williams and NIGO in 2003. In an immersive space, inside the Cortile del Teatrino, the Spring/Summer 2026 collection will be presented, which expresses the streetwear DNA of the brand and its passion for playful and nostalgic graphics.

_ REPLAY

A major comeback for Replay at Pitti Uomo. Having already taken center stage at past editions with key events, the brand returns to the June show, recognizing its importance for international menswear and the entire Made in Italy ecosystem.

_ RAG & BONE

Rag & Bone returns to Pitti Uomo for the third consecutive season. The New York-based brand will present its Spring/Summer 2026 menswear collection in an independent and high-impact space, overlooking the Piazzale delle Ghiaie, part showroom and part New York café where you can enjoy an espresso.

Thanks to the Denim Lab, present inside the stand, you can experience a full immersion in the most innovative denim, closely observing the materials, processes and styles that characterize the different lines.

Designed by Robert Geller, the "Voices of a Silent Generation" collection fuses classic British prep style with workwear. The influence of mod culture, beat poets and, of course, the brand's New York roots can be felt. Key pieces include: leather and suede jackets, chinos, modern tailored cuts and a range of lightweight knitwear and shirts.

_ GUESS JEANS

Guess returns to Pitti Uomo to present the brand's new Spring/Summer 2026 collection, representing the future of denim through the revolutionary vision of Nicolai Marciano.

_ GUESS MAN

At Pitti Uomo, Guess Man presents the exclusive capsule collection NORTH SAILS, the result of a unique collaboration that blends Guess' bold aesthetic with North Sails' technical innovation and commitment to sustainability. The collection features sweatshirts and T-shirts inspired by the vibrant colors of the sea, alongside high-neck quilted vests, fluid windbreakers, and relaxed cargo pants. Pieces that perfectly embody the synergy between the two brands, offering uncompromising comfort and impeccable style.

_ WP Lavori in corso

WP Lavori in Corso brings the Spring/Summer 2026 collections of **Baracuta**, **Barbour**, **BD Baggies**, **Spiewak**, **Filson**, and **Blundstone** to Pitti Uomo. Joining these brands is an exciting new addition: **Universal Overall**, for which WP will become the exclusive distributor in Europe starting next summer. The menswear line from Universal Overall, a workwear brand founded in 1924 in Chicago, will be presented through two key themes: "Vintage" and "Dig."

_ SEBAGO

Previewing at Pitti, the Spring/Summer 2026 collection unfolds across four distinct style worlds, each with its own unique personality. From tradition-inspired preppy looks to those evoking life at sea, the collection also includes relaxed summer outfits and functional styles rooted in the world of fishing and the outdoors.

_ SUPERGA

Superga presents its Spring/Summer 2026 collection, celebrating the brand's Italian roots and paying tribute to summer and its authentic way of life — defined by simplicity, lightness, and functionality.

This renewed offering is built on premium materials, new silhouettes, and refined craftsmanship,



with some elements directly inspired by the brand's historic archive. A collection that looks to the future without losing sight of its DNA.

PRO-KEDS

PRO-Keds makes its debut at Pitti Immagine Uomo in the Sala Ottagonale -Area Monumentale- unveiling its new sneaker offering for Spring/Summer 2026.

Founded in Boston in 1949, PRO-Keds has spanned generations, accompanying sports legends, hip-hop icons, and urban movements that have shaped American culture. Seventy-five years since its founding, the brand returns to the global stage with a bold new voice, driven by the vision of Patrizio di Marco and Jay Schottenstein: a narrative that weaves together the strength of its heritage with the energy of the present.

For Pitti Immagine Uomo, the brand invites visitors into an immersive experience where sneakers, art, and cutting-edge technology converge to express a new vision of lifestyle, culture, and innovation.

THEBE MAGUGU X PANTOFOLA D'ORO

Pantofola d'Oro celebrates its 140th anniversary at Pitti Uomo and unveils, in Sala delle Nazioni, a capsule collection with the South African designer Thebe Magugu.

CHAMPION

Champion's upcoming participation in Pitti Uomo will highlight the brand's unique balance between sport and lifestyle - two core pillars of its identity. Champion's exhibition at Pitti Uomo will center on the dialogue between heritage and modernity, exploring how 'retro modern' aesthetics will shape the brand's future direction.

ECOALF

After more than 15 years of cleaning the ocean floor, Ecoalf is now turning its attention to soil regeneration. For the Spring/Summer 2026 collection, the brand brings color back to where it's disappearing – contributing to ocean restoration and soil regeneration. Made with innovative materials and designed in ocean-inspired tones, the collection features the first-ever Woven Collection crafted entirely from 100% regenerative cotton.

PSYCHO BUNNY

After the success of the last edition, Psycho Bunny returns to Pitti Uomo to preview its new Spring/Summer 2026 collection. As Adam Ray, Vice President of the Wholesale Management Team at Psycho Bunny, comments:

"Our first appearance at Pitti was a tremendous success. It gave us the opportunity to showcase our style to those who already knew us and made a lasting impression on buyers looking for something new, bold, and exciting."

DRYKORN

Drykorn's menswear returns to Pitti Uomo with the new Spring/Summer 2026 collection.

LA MARTINA

From the stage of Pitti Uomo, La Martina sends a strong and tangible message about its ongoing rebranding journey. The brand's renewal is evident in a more contemporary style and fit, designed to meet the demands of today's market while staying true to its identity and heritage.

PÉRO x HELLO KITTY

The iconic cartoon cat from Sanrio turns 50 and her kawaii style becomes the occasion to celebrate Péro's 15 years of activity. A world of bows, apples and cupcakes bursts onto clothes and accessories for a super ironic wardrobe that plays with oversized effects and playful combinations. The collection will be told through an installation in the spaces of Futuro Maschile.



_ BELOWTEN

Preview at Pitti Uomo of the next collection from the brand that is revolutionizing urban outdoor. The garments, designed in Sweden and made in South Korea, offer different levels of weight and adapt to any temperature without sacrificing comfort and elegance.

_ PARADOX introduces RAQUEDO

A debut at Pitti Uomo for Paradox, a consortium that creates and promotes brands with the aim of telling the world of sport through specific capsules. In June, the protagonist is RAQUEDO, a brand inspired by the style of tennis. A leap back to the Thirties with a "retro modern" collection of total white garments and accessories. Inside the Futuro Maschile section in the Piano Attico.

_ MANIFATTURA CECCARELLI X SUGARKANE

Following the participation at the winter edition of Pitti Uomo, in June Manifattura Ceccarelli along with Nicolò Cerioni and Leandro Manuel Emede's Sugarkane will be presenting a capsule collection which is the result of the collaboration between the two brands. The Manifattura Ceccarelli x Sugarkane collection features six garments inspired by timeless workwear classics that are designed to be worn every day without any distinction in terms of gender: a workwear jacket/trouser suit in Massaua cotton, an oilskin piece-washed bomber jacket and wide trouser suit, Carpenter trousers to be matched with a cotton t-shirt with contrasting sleeves, a shopping bag and a bag/waist pack.

_ FLOWER MOUNTAIN

The Flower Mountain sneaker brand will start the celebrations for its first 10 years at Pitti Uomo. The friendship between designers Keisuke Ota from Tokyo and Yang Chao from Beijing who were united by a passion for trekking in the mountains, camping and, obviously, footwear, led to the establishment of the brand in 2015.

_ LF LUIS FIGO

The brand of the football legend returns to Pitti for the second year in a row and, in addition to showcasing his clothing line, will present the eyewear from the *LOZZA x LF LUIS FIGO* capsule collection.

_ TOMBOLINI

On June 18th, it will host the new generation of emerging and talented athletes at the stand with the TMB RUNNING project.

And also on the occasion of Pitti Uomo

_ TOMMY HILFIGER

Known for a bold take on unpretentious prep, *TOMMY HILFIGER* returns to Pitti Uomo with a city event on Tuesday, June 17, and a new vision of menswear: where heritage meets modernity, always with an unexpected twist. The signature *Tommy Icons* return with a vibrant confidence, blending structure with ease, and tradition with a contemporary perspective. Rooted in a relaxed approach to American dressing, the new expression is made for those who know the prep codes – and how to play with them. It's timeless style, worn with the freedom to stand out.

At the Fortezza, in collaboration with Pitti Immagine:

_ CONSINEE presents The Body Is A Playground

Consinee presents the project "The Body Is A Playground", curated by Angelo Flaccavento with fashion designer Luca D'Alena. Consinee, a Chinese excellence in cashmere fibers and precious yarns, continues to offer a free space for expression and experimentation to show the possibilities and malleability of materials through pure research garments. Journalist and critic Angelo Flaccavento collaborates once again with Luca D'Alena to create a capsule collection of



knitwear pieces, now focusing on the relationship between clothing and body, gestures and physicality. The collection is made up of modular, extensible, graphical garments. In order to illustrate the design process and the playful intent, the project will be presented, in addition to an installation, through two performative actions scheduled for June 18. The Body Is a Playground celebrates the daily gesture of dressing as a dynamic act, of continuous narration and reinvention.

_ PIONEER DENIM

One of the most important production factory worldwide of treads, fabrics and garments in denim segment; leader in the market about quality and sustainable/circular economy, this year the will be also engaged in a concrete initiative related to social rights. During Pitti Immagine Uomo, in June, Pioneer Denim will be in Florence not only to show last capsule collection designed by Adriano Goldschmiedt - made by a specific technology developed together with Soko, specialized Company in innovative solutions for fabric treatment and garments laundry -, but it will lead a support project in favour of AMREF, the main no profit and supportive team focused on Africa. Pioneer Denim will drive projects together with three other italian leading brands - Oceano Oltreluce, Pianegonda, Sturlini Firenze - that are working in a different markets, and that for this occasion will develop different items realised by a specified denim fabric made by Pioneer Denim by only african cotton; The three Companies will deduct a percentage of their turnover and will give the amount to support the activity of AMREF in Africa.

_ FABRICS ON THE GO DI CARNET-GRUPPO RATTI

The Carnet division of Gruppo Ratti (part of Gruppo Marzotto), a leader in Italian and international textiles, presents an interactive installation celebrating the timeless beauty of tailoring. Through a touch screen, visitors can take part in fun quizzes and games. Prizes include fine fabrics, tote bags, pochettes, bandanas, document holders, tailor's kits, and a special limited-edition "Friends of Carnet" fabric.

_ GIGLIO.COM

On the ground floor of the Central Pavilion, GIGLIO.COM, the online boutique and multibrand e-retailer featuring over 700 fashion and luxury labels, will be present at Pitti Uomo for the first time.

GIGLIO.COM's presence alongside the world's most prestigious brands will be a strategic opportunity to share with key fashion industry stakeholders its innovative Community Store ecosystem (a network of independent boutiques) and Community Shopping (the infinite, omnichannel fashion catalog powered by GIGLIO.COM and made available to affiliated multibrand stores).

In collaboration with Pitti Immagine:

_ HISTORES

The association that brings together 40 Italian multibrand retailers, which will celebrate its fifth anniversary this summer, will be at the center of an event - Tuesday June 17th - organized together with Pitti Immagine in the gardens of Villa Vittoria, just steps away from the Fortezza da Basso. Additionally, during the days of Pitti Uomo, a capsule collection with Flower Mountain will be presented, through which the association had the opportunity to engage with a solid and prestigious company like FALC. The footwear capsule will be showcased in shop windows between February and March 2026.

"Thinking about the theme of the trade shows, Pitti Bikes, our association perfectly reflects the image of the bicycle, which combines tradition and dynamism: on one hand, skill, experience, and history; on the other, a desire for renewal and a constant drive for dialogue and improvement," says Marco Inzerillo, president of Histores.

_ CAMERA BUYER ITALIA

The long-standing collaboration between Pitti Immagine and Camera Buyer Italia also continues. The association, which brings together and represents the top luxury multi-brand



stores in Italy and abroad, partners with Pitti to offer its members a range of welcome services at the Fortezza da Basso during their visit to the fair.

On the occasion of Pitti Uomo 108, Camera Buyer Italia also celebrates its 25th anniversary with a special event on June 18, from 5:00 PM to 9:00 PM at LuisaViaRoma.

In Fortezza in the Pitti Uomo Calendar:

_SAKS GLOBAL: UNLOCKING POTENTIAL FOR THE MODERN AMERICAN MAN

Unlocking the potential of the men's luxury market — this is the goal Saks Fifth Avenue and Neiman Marcus are pursuing by promoting an innovative retail experience that combines deep customer insight with the ability to scale.

A menswear-focused strategy will be unveiled on **June 18 at 3:30 PM**, during a talk featuring **Emily Essner** (Saks Global President & Chief Commercial Officer), **Paolo Riva** (Chief Brand Partnerships & Buying Officer, Saks Fifth Avenue and Neiman Marcus), **Joo Woo** (SVP, Brand Partnerships & Buying, Men's), and **Bruce Pask** (Senior Director of Men's Fashion).

_IL FOGLIO DELLA MODA e BANCA IFIS

On Wednesday, June 18, at the Sala della Scherma in the Fortezza da Basso, Il Foglio della Moda, the monthly supplement on culture and the fashion industry of Il Foglio, and Banca IFIS present "WHAT PEOPLE WANT NOW": a comparative research between Italy, France and Germany, the two foreign countries with which Italy boasts a privileged exchange relationship in Europe, on the topics of fashion, food, well-being/personal care and free time.

Events in the city include:

_U.S. POLO ASSN. 135TH CELEBRATION

On the occasion of Pitti Uomo 108, U.S. Polo Assn. has chosen to celebrate its 135th anniversary in Florence with a special event titled "*Play for the Moment, Live for the Legacy.*"

An exclusive party featuring national and international guests and artists, set in a truly unique location: the Grand Cloister of the Santa Maria Novella complex.

The event will begin at 7:30 PM and will include live performances by two artists from the Italian and international music scenes, followed by an immersive show curated by Luca Agnani and Pietro Terzini.

_D.A.T.E PRESENTS "L'AMORE A 20 ANNI"

D.A.T.E organizes an immersive dinner inside the Cattedrale dell'Immagine (Piazza Santo Stefano, Florence). An immersive experience for a contemporary revisitation of the brand's roots (Cattedrale dell'Immagine, 17/06 from 8:00 pm. By invitation only)

_ROY ROGER'S WORKWEAR ENGINEERED GARMENTS

On the occasion of Pitti Uomo 108, the presentation of the collaboration between Roy Roger's and Engineered Garments will take place. Roy Roger's Workwear combines its vintage vision of workwear with the innovative construction of Engineered Garments to create a SS26 capsule collection that reinterprets workwear, military and outdoor details in 14 extremely essential and contemporary pieces with a practical and functional design.

_CORRI LA VITA, CHIARA BONI AND DRUSILLA FOER: SPECIAL RUNWAY EVENT IN THE SALONE DEI CINQUECENTO

Corri La Vita Onlus and designer Chiara Boni will host an extraordinary runway event on Wednesday, June 19 at 6:00 PM to support the fight against breast cancer. Set in the magnificent Salone dei Cinquecento at Palazzo Vecchio, the show will feature around 70 iconic dresses by some of the most renowned Italian designers, worn by young men and women from all over Italy. The event is a tribute to Italian fashion and its legacy, reinterpreted through the lens of solidarity and sustainability. Adding to the evening's uniqueness, the exceptional



presence of Drusilla Foer will enrich the show as she narrates the stories behind each garment, evoking the charm of haute couture presentations in historic fashion ateliers. Proceeds from the event will support breast cancer prevention and treatment projects promoted by Corri La Vita.

_ CUOIO DI TOSCANA

Presents an exclusive event in the enchanting setting of the gardens at the Four Seasons Hotel Florence: an immersive experience where glamour, art and sustainability come together in a unique and unforgettable show. An elite gathering designed to celebrate Italian excellence in a setting of rare beauty. Event: June 18, 6:30 PM – 11:30 PM @ Four Seasons Hotel, Borgo Pinti 99, Florence.

_ ALL'ISTITUTO DEI BARDI “Moda in movimento | L'artigianato italiano verso la couture”

Fashion historian and researcher Chiara Faggella presents her book *Becoming couture. The Italian fashion industry after the Second World War* (Manchester University Press, 2024) in conversation with Claudio Marengo Mores (Istituto de' Bardi, via Michelozzi 2, 19/06 at 6 PM).

Among the initiatives of the fashion schools in the city

_ POLIMODA: GRADUATE SHOW 2025

On June 16 at 5:00 PM, in a yet-to-be-revealed location in Florence, Polimoda will present its Graduate Show 2025.

The new generation of designers, at the very beginning of their careers, use fashion to express a deep sense of self and artistic fulfillment. Identity serves as the common thread linking personal and collective visions. From spiritual connections with nature to the colonial influences on religion, ethnic identities, and the concept of freedom in 20th-century dystopian literature, to the impact of AI on body perception, the evolution of gender identity, and the role of women in Western society—each collection represents a journey of self-discovery. Together, they create a kaleidoscope of visions that foreshadow the contemporary fashion conversation.

_ INTERGALACTIC by IED Istituto Europeo del Design + C2C Festival

In collaboration with Mirror Digital Agency, IED Istituto Europeo del Design and C2C Festival present INTERGALACTIC, a special music/video/fashion event curated by Bill Kouligas, on stage on June 18 at the ex Teatro dell'Oriuolo (via dell'Oriuolo 35, press preview at 11.30 am; inauguration at 6 pm and performance by Bill Kouligas at 8 pm).

_ ISTITUTO MARANGONI

On June 18, in the historic setting of the Florence Stock Exchange, Istituto Marangoni Firenze presents TEXT(S) TURE(S): a fashion show that celebrates the diverse creative visions that define the school.

A harmonious dialogue between art, fashion, heritage, and innovation unfolds into a collective narrative that anticipates the fashion languages of the future. The project merges conceptual depth with craftsmanship: “text” as a visual and intellectual narrative, “texture” as a material and design expression.

On stage, the collections of the school's most promising emerging fashion designers will be showcased, along with interdisciplinary projects by students in fashion design and accessories, fashion business, fashion styling, and fragrance.



PITTI CONNECT

In parallel to the physical fair, Pitti Immagine continues to promote the exhibitors' proposals, new products and special initiatives on the global PITTI CONNECT platform.

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